

## Recruiting Script for Innovation Module Interviews

[NOTE: we will be contacting companies that reported having innovation activities on the 2017 ABS.]

**From Sample**

**Company Name:** \_\_\_\_\_

**City and State:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Position:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Company URL:** \_\_\_\_\_

[**REACHED VOICEMAIL - DO NOT LEAVE A VOICEMAIL UNTIL THIRD CONTACT ATTEMPT.**] Hello, my name is [RECRUITER NAME]. I am calling on behalf of the U.S. Census Bureau. Thank you for completing the Annual Business Survey co-sponsored by Census and the National Science Foundation. We are in the process of revising the survey and we would like to talk to you about your company, [COMPANY NAME]. Please call me back at [RECRUITER TELEPHONE]. Thank you.

[**REACHED PERSON:**] Hello, my name is [RECRUITER NAME]. I am calling from the U.S. Census Bureau. May I please speak to the person in your company who recently completed the Annual Business Survey? (If the person does not know who completed the ABS, ask for the person most knowledgeable about the company.)

[**IF NO:**] Is there another time when he/she will be available that I may call?

Date: \_\_\_\_\_ Time: \_\_\_\_:\_\_\_\_

Who should I ask for?

Name: \_\_\_\_\_

[**IF YES:**] The Census Bureau and NSF are making changes to the Annual Business Survey, and we would like to talk to you about your experiences and your company, [COMPANY NAME].

During the three years 2016 to 2018, did this business conduct any innovation activities?

YES       NO

READ IF NECESSARY:

- a. **Research and development:** creative and systematic work undertaken in order to increase the stock of knowledge and to devise new applications of available knowledge
- b. **Engineering and design activities:** planning of technical specifications, testing, evaluation, setup and pre-production for goods, services, processes or systems; installing equipment, tooling-up, testing, trials and user demonstrations; and activities to extract knowledge or design information from existing products or process equipment. Also includes activities to develop a new or modified function, form or appearance for goods services or processes
- c. **Marketing and brand equity activities:** include market research, market testing, methods for pricing, product placement and product promotion; product advertising, the promotion of products at trade fairs or exhibitions and the development of marketing strategies
- d. **Intellectual Property (IP) related activities:** protection or exploitation of knowledge, often created through R&D, software development, and engineering, design and other creative work, including all related administrative and legal work
- e. **Employee training:** activities that are paid for or subsidized by the firm to develop knowledge and skills required for the specific trade, occupation or vocation of a firm's employees.
- f. **Software development and database activities:** in-house development and purchase of computer software; collection and analysis of data in proprietary computer databases and data obtained from publicly-available reports or the Internet; and Activities to upgrade or expand the functions of IT systems, including computer program and databases.
- g. **Acquisition of machinery, equipment and other tangible assets**
- h. **Management related to innovation:** Activities to plan, govern and control internal and external resources

**IF RESPONDENT SAID YES TO ANY OF THE ABOVE ASK:**

As a company that has engaged in these activities, would you be willing to participate in the interview?

YES       NO

**IF YES,** Great! We would like to visit you at your office to conduct the interview. Would you be available on:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Please note that:

- This is not an official data collection.
- Your participation in this is voluntary.
- The purpose of our interview will be to try out some questions.

- Finally, you and your company will not be mentioned by name in any Census Bureau or NSF report.
- The persons attending the interview will be the interviewer, a note taker and a representative from the Census Bureau or NSF.

Again, the discussion should last about an hour. If you have any questions, please contact me at: Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**IF NO:** Thank for your time and have a nice day. **END**